

CHRISTENSEN - 09/315,822
Client/Manner: 031792-0311520

REMARKS

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In response to the Non-Final Office Action mailed November 30, 2004, claims 1-27 are pending. No claims have been cancelled. Claims 16-27 have been newly added. In view of the foregoing amendments and the following comments, reconsideration and allowance of all the rejected claims are respectfully requested.

Claim Rejections under 35 U.S.C. §102

Claims 1-15 stand rejected under 35 U.S.C. §102(e) as allegedly being anticipated by Barnett et al. (USP 6,321,208). Applicant respectfully traverses this rejection because Barnett does not disclose all of the features of the claimed invention.

Barnett does not disclose, among other things, an in-store redemption system comprising, a means, *located at a retail location*, for accessing the database...and a printer, *located at the retail location*, for printing the selected coupons.

As the Examiner seems to acknowledge, Barnett does not disclose, a redemption means, *at a retail location checkout*, including a scanner and means for determining if a coupon presented by a consumer is valid prior to crediting the consumer with the redemption value. Rather, Barnett shows redemption occurring at an off-site location (coupon redemption center) not at the retail location checkout (See Barnett at col. 11 lines 18-24).

The Examiner apparently attempts to address this deficiency by combining the disclosed system of Barnett with other known coupon systems mentioned separately in Barnett that may include a kiosk type printer station located at a retail store (see the Non-Final Office Action at page 7, lines 1-15). The combination of disclosed systems is inappropriate in a rejection based on *anticipation* under 35 U.S.C. § 102(e). For at least the reasons above, the rejection of claim 1 is improper and must be withdrawn.

Examiner takes Official Notice to use of a keyboard coupled to a terminal (kiosk), located in a store, to access a remote database to retrieve therefrom coupons available to the

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customer, wherein the retrieved of selected coupons are encoded on a customers device, such as a card, or printed by a printer coupled to the terminal, as well known in the art (See the Non-Final Office Action at page 7, lines 1-15). Examiner also takes Official Notice to a data entry means such as a user's of shopper's card to a user, containing the user's identification and other relevant data, used by the user to access, a store kiosk where the user can view, at least, coupon information stored under his account in the remote database (See the Non-Final Office Action at page 10-11, lines 20-2). Applicant traverses this and requests documentary evidence should the Examiner maintain this position.

Claims 1, 4, 9, 10, and 11-15 stand rejected under 35 U.S.C. §102(b) as allegedly being anticipated by Lemon et al. (USP 4,674,041). Applicant respectfully traverses this rejection because Lemon does not disclose all of the features of the claimed invention.

Lemon does not show a redemption means, at a retail location checkout, including a scanner and means for determining if a coupon presented by a consumer is valid prior to crediting the consumer with a redemption value associated with the coupon. Rather, Lemon discloses a product verification, so that a checkout register can read the product code on the coupon and apply the coupon discount only if the product bearing the identical product code has been purchased (See Lemon col. 6 lines 40-47). As such, a product is being verified, not the coupon and the associated redemption value. For example, even if the coupon is invalid, Lemon will not necessarily determine this during scanning at the checkout. At the checkout, Lemon just scans to make sure that the consumer has purchased a product for which the coupon is applicable. For at least the reasons above, the rejection based on Lemon is improper.

Independent claim 11 includes features similar to those discussed above with respect for claim 1, and therefore, is allowable over the cited prior art for the reasons previously stated.

Claims 2-10,12-15, and 27, depend from claim 1, and are allowable at least based on their dependency. These claims also add features to claim 1 that further distinguish these claims over the cited prior art.

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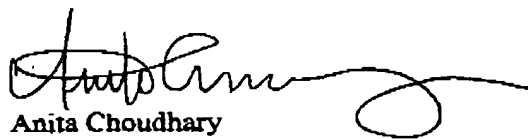
Newly Added Claims

Claims 16-27 are newly added. No new matter has been added. Independent claim 6 includes features similar to those discussed above with respect to claim 1, and therefore, is allowable over the cited prior art for the reason previously stated. Claims 17-26 depend on claim 16 and are allowable over the cited prior art for the reasons previously stated. Support for the newly added claims can be found in the Specification on pages 23-25 and 36-37.

If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Respectfully submitted,

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